



MASTERS IN MANAGEMENT

TEACHING & LEARNING

Introduction

The University was established in 2001 and since inception we have been educating students and actively engaged in research. We have been developing highly skilled graduates, supporting careers and international employment and, contributing to the national and international economy. The University is approved by the Ministry of Education and Science, Poland.

This unique and challenging course offers students a blended learning experience in research and practice for aspiring managers and entrepreneurs. The support of industry means that successful students get the opportunity to work with our industry partners.

The program constructively applies innovative teaching methods and approaches with case studies, business simulations and projects. The program favours the approach where professors will be acting as coaches, facilitators and not just instructors. Participants learn more in round tables where they are engaged in reflective.

Curriculum

Year 1, S1

- Management Concepts and Organizational Structures
- Civil Law
- Econometrics
- Managerial Accounting
- Psychology of Decision Making
- Motivating in business management
- Digital Marketing



Curriculum

Curriculum

Aims & Learning Outcomes

Year 1, S2

- Managerial Economics
- Commercial Law
- Negotiations and Interpersonal Communications
- Marketing In The Global Context
- Career Planning and Management Development
- Management of Small and Medium-Sized Enterprises
- Managing In The Global Market
- Logistics

Year 2, S3

- Strategic Management and Leadership
- Operations Management
- Customer Value Management / Logistics in Services

- International negotiations and Inter-Cultural Communications
- Consumer Behavior in Advertising /Corporate Image Management
- Market and Competition Analysis /Marketing Strategies
- Internship

Year 2, S4

- Project Management
- Entrepreneurship :Theory and Practice
- Management Information Systems
- Security Management
- Eco-strategy in Business Management
- Coaching and Managerial Mentoring
- Research Methodology (MA Seminar)

Aims

- To offer a comprehensive program that provides an opportunity to study leadership, management and the impact of technology on the techniques of management and society in general.
- To provide you with a program offering a balance of theory, case studies and practical skills that will facilitate your intellectual and professional development.
- To equip you with the necessary knowledge and skills to achieve the postgraduate award, and to continue your lifelong development of learning.

Learning Outcomes

- critical and analytical approaches to management theory practice and research.
- ability to evaluate management techniques, tools and models in a variety of contexts.
- creative management ideas and how this is put into practice.
- research skills, methodologies and paradigm.
- skills to demonstrate problem solving, critical thinking and strong personal and interpersonal skills while abstracting meaning from information and sharing knowledge
- skills to effectively undertake research, perform within a team environment and communicate reasoned, analytical findings in oral and written form





Criteria for Admission

- British English Language Testing , IELTS, or Equivalent
- A Bachelor's Degree, or equivalent academic qualification



INDUSTRY PLACEMENTS

The Master's Program in Management requires students to complete a 3-months internship with a company or an organization from the public sector. The internship takes place in the last year of the program's studies. The internship aims to use the knowledge and skills acquired during studies in the implementation of professional tasks and to confront theory with practice. During the internship, students also acquire new skills that will be useful in their future employment. Industry placement greatly increases student's employability after graduation.

Cooperation With Hertfordshire

Cooperation With Hertfordshire University, Great Britain

An agreement with Hertfordshire University in England allows our students to do their first year Of the Master's program in Poland and, then, enroll in the second year at Hertfordshire University to complete their studies and get an MBA from this institution.

Students moving to Hertfordshire willing to get an MA from the European University of Business as well will get credits for the courses followed in Britain but will have to complete few compulsory courses at the European University of Business, submit an MA thesis and, defend it successfully.



Attendance mode:

Full-time: A degree studied in this mode will normally take two years to complete.

Part-time: A degree studied in this mode will normally take Three years to complete.

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